

Welcome to Teligen's Tariff Outlook Newsletter

Message From The Editor

Welcome to Tariff Outlook, a fortnightly newsletter brought to you by Teligen's team of tariff analysts and consultants.

In this edition we bring you news of price increases in South Africa and Turkey while prices are lowered by KPN in The Netherlands, well for calls to mobile at least, which is always good news. From this month subscribers of Virgin in the USA and Vodafone in Turkey have more choice with the launch of some new pre-pay plans. Business customers have not been forgotten either as we report on new plans from Orange in France and NTT DoCoMo in Japan.

If these stories, or any others featured in our newsletter are of interest, further details of the tariffs and services can be found in our comprehensive subscription based databases, the T-Products. Go to: www.teligen.com for further details and request a copy of our demo CD. You will also notice that we have included a short case study looking at an example of Teligen's consultancy services – if you are interested in learning more about this, just click on the banner on the right.

Our continuing aim is to provide you with up to the minute pricing news and tariff developments. That being said, Tariff Outlook not only serves as an opportunity for us to communicate with you on a regular basis but equally for you to tell us what you think. As such, we would really appreciate any feedback you may have that will help us deliver a newsletter that provides you with real value.

Please feel free to contact us either to obtain further information about any particular story or to give us your feedback.

We look forward to hearing from you.

Bernadette Finn – *Manager, Tariff Services*

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Want up-to-date tariff information at the touch of button?

T-World Total is the most advanced information system and calculation tool of its kind. It will answer your questions about tariffs, their structures and levels. It will allow you to compare prices among operators and countries in customisable list formats. In addition it has an in-built Analyser, with an integrated global location database. It allows the user to show price developments of a call with duration, or a circuit with distance and it also allows easy calculation of national distances and corresponding circuit prices. With so much to offer this makes T-World Total the only choice for your market intelligence needs.

To find out more or to request a demonstration, http://www.teligen.com/t_world_total.asp

Consulting



This Week's Top Stories...

- South Africa – Telkom Increases Tariffs
- The Netherlands – KPN Lowers Call Charges To Mobile Networks
- Teligen Tariff Consultancy – A Case Study
- Switzerland – Orange Announces iPhone Pricing
- France –New Prepaid Solution From Orange Business Services
- Japan – NTT DoCoMo To Launch Blackberry Internet Service
- Turkey – Turkcell Tariff Increases Effect All Customers
- USA – Virgin Mobile Unveils \$80 Pre-Paid Unlimited Plan
- Turkey – Vodafone Launches New Residential Prepaid Tariff
- EU – Commission Plans Ending Roaming Rip-offs For Text Messages

PSTN

South Africa – Telkom Increases Tariffs

From the 1st August 2008 Telkom SA will change their tariffs on almost all of their products with an average increase of 2.4 percent. The minimum call charge on postpaid packages will increase by 9.4 percent and the call charges per minute will increase by 3.16 percent during peak time. Besides these increases in price, some tariffs will be reduced including international call charges. As an example calling from South Africa to the UK will cost the postpaid customer 5.2 percent less.

Rick Gerritsen – *Tariff Analyst*

The Netherlands – KPN Lowers Call Charges To Mobile Networks

As of 1st July 2008, KPN customers who have a fixed telephone subscription can make calls to national mobile networks for lower call charges.

The call charges to mobile on a BelBasis fixed line subscription have been decreased by 7-8 percent. The call setup charge of EUR 0.0532 per call remains the same. The call charge per minute differs per mobile network but applies to all times. Calls are billed per second.

Yilmaz Bakay – *Tariff Analyst*

Consultancy

Teligen Tariff Consultancy – A Case Study

When several competing companies have common interests it can often be problematic to share information. In such cases Teligen can act as the “middle man,” ensuring that results are produced without any source data being disclosed.

Teligen has worked with several groups of operators or service providers over the years, from being the central collection point for information, to analyzing the data and producing the intended results. With the use of Non Disclosure Agreements (NDAs) for each participating company, Teligen can collect price information from each participant for their own or other providers’ services; this information is not disclosed to the other participants, and Teligen can ensure that the output data cannot be used to identify the specific price information of an individual participant.

TSuch methods have been used successfully in cases where, for example, several operating companies have common interests in approaching a regulator, or where a group of operating companies need to establish whether their prices are within an acceptable range of established price benchmarks (such as the OECD baskets, for example). Teligen has considerable experience in this type of study, right back to our launch in 1976.

Halvor Sannæs – *Director Tariff Services*

Mobile

Switzerland – Orange Announces iPhone Pricing

The 3G iPhone will be available in Switzerland from 11th July 2008 on the Orange network. The operator will be offering the Apple iPhone 3G at Orange Centers as well as through specialised dealers and resellers.

Customers will be able to choose between iPhone Optima 30, iPhone Optima 100 and iPhone Maxima, with costs of CHF 44, CHF 61 and CHF 99 per month respectively. All tariffs include 1 GB mobile data per month plus 100 minutes access to Orange Wi-Fi hotspots. The Optima packages include set minutes of free calling to Swiss, European and US numbers, while Maxima includes unlimited calling within Switzerland. All tariffs include 50 free SMS messages to send within Switzerland.

The 3G iPhones cost from CHF 149 to CHF 399 depending on model, tariff package chosen and length of contract.

Catherine Arteaga – *Tariff Analyst*

France – New Prepaid Solution From Orange Business Services

Orange Business Services has launched its first prepaid 3G+ data solution, the Pass Business Everywhere.

The new Pass is a contract free internet solution intended particularly for those professionals who travel occasionally and enables them to work on their laptop wherever they are. The Pass solution consists of a 3G+ USB stick Pack priced at EUR 99 with a choice of 3 connection top-ups, ranging from EUR 3 for a 20 minute Pass, valid for 24 hours, EUR 15 for a 2 hour Pass, valid for 1 month and EUR 12 for a 24 hour Pass, valid for 24 consecutive hours and limited to a 100 Mb download allowance (All prices are VAT included).

Orange Business Services is also giving away a 7 day Pass (500Mb download limit) with every purchase of a 3G+ USB stick Pack until 31st August 2008.

Nacera Touileb – *Consultant*

Japan– NTT DoCoMo To Launch Blackberry Internet Service

Japanese mobile operator NTT DoCoMo will launch a BlackBerry internet service on 1st August 2008. The service will be available to consumers and businesses via the BlackBerry 8707h smartphone. It will cost JPY 3,045 per month, including tax and the FOMA basic monthly fee. Data usage charges will apply additionally.

NTT will also launch a discount plan called the BlackBerry Data Transmission Package on 1st September 2008. The plan will enable users to transmit up to 80,000 packets of data per month for a flat charge of JPY 1,680. Additional usage over this limit will be charged at JPY 0.0525 per packet.

Angela Toal – *Tariff Analyst*

Turkey – Turkcell Tariff Increases Effect All Customers

As of the 25th June 2008, Turkcell has increased its tariffs by an average of 3.66 percent.

The price increase affects national call charges of certain residential and business tariffs. The charge for text messages is also affected by this price increase.

In addition, the prepaid call card costs have been increased. Call cards are now ranged from a minimum YTL 16.5 for 100 units to a maximum of YTL 130 for 1000 units.

Yilmaz Bakay – *Tariff Analyst*

USA – Virgin Mobile Unveils \$80 Pre-Paid Unlimited Plan

Virgin Mobile is the latest operator to unveil a flat-rate calling plan in the USA. On 1st July 2008 it launched a new pre-paid service, "Totally Everything," for USD 79.99 a month. Subscribers can talk as much as they want each month at any time of day. For an additional USD 10 per month, consumers can add Unlimited Text & Messaging, with texting, instant messaging, email and picture messages. The plan is available nationwide, no contract is required and no additional roaming charges are applied. It can be purchased using Top-Up cards, or credit/debit cards.

Angela Toal – *Tariff Analyst*

Turkey – Vodafone Launches New Residential Prepaid Tariff

Vodafone has launched the 'Cep 1' prepaid tariff. With this tariff customers can make calls to all national fixed lines, mobile networks and send a text message for only 1 unit per minute or SMS.

To avail of this rate, customers need to top up every 30 days by at least 200 units. They can only do this by buying a prepaid card with 250 units for YTL 35. If they do not top up, a different rate will be charged. The calls at the discounted rate are limited to 250 minutes and are billed per minute.

Yilmaz Bakay – *Tariff Analyst*

EU – Commission Plans Ending Roaming Rip-offs For Text Messages

Figures released today by the European Commission show that the 2.5 billion text messages sent every year by roaming customers in the EU cost over 10 times more than domestic short messages (SMS). The average cost of a roaming text message in the EU between October 2007 and March 2008 was EUR 0.29 according to the European Regulators' Group (ERG), but can be as high as EUR 0.80 for travellers from Belgium. Despite calls on the industry for self-regulation and voluntary reductions, roaming prices for text messages still remain high. The Commission has therefore started working on measures to ensure that consumers benefit from a truly single market for mobile text services. The Commission wants to put an end to "bill shocks" that can hit roaming customers using a mobile connection to surf the Internet. New measures could be proposed by the Commission to the European Parliament and the Council as early as autumn 2008.

Bernadette Finn – *Manager, Tariff Services*

Need to benchmark prices between different markets and services?

Why not consider T-Basket, the industry recognised tool. T-Basket offers a unique insight into the price relationships between telecom services in OECD (Organisation for Economic Co-operation and Development) member countries. It uses basket methodologies that are OECD based and OECD-authorized, taking pricing information from the Teligen Master Tariff Database. It forms the basis of the official OECD price performance statistics. This unique tool uses proven methodologies to show you numerically and graphically whether an operator's prices are in line with those in the most competitive markets, the most industrialised markets, and those with close geographical or geopolitical proximity.

To find out more or to request a demonstration, http://www.teligen.com/t_basket.asp